

TOURISM MANAGER

DISTINGUISHING FEATURES

The fundamental reason the Tourism Manager exists is to coordinate and conduct work in the Tourism Development divisions of the Economic Vitality Department. This classification may supervise the work of professional and/or support level staff. Work is performed under general supervision by the General Manager or Economic Vitality.

ESSENTIAL FUNCTIONS:

Oversees the assimilation, organization, and communication of tourism related information and issues to the organization, to the business community, and to the public.

Identifies, analyzes, and develops solutions for critical issues identified by the tourism business community as hindering business expansions.

Provides staff support at Tourism Development Commission meetings through formal presentations at meetings, information and analysis of tourism projects and by providing information in response to questions developed by Commission members.

Manages City contract with Scottsdale Convention & Visitors Bureau (SCVB).

May supervise and direct the activities of Economic Vitality Specialists and/or Researchers including providing direction of research activities to determine the needs and impacts of projects.

Develops and administers scopes of work and budgets for approved projects and programs.

Negotiates and administers consultant contracts.

Administers contracts with public and private Tourist Attractions related to City-funded projects.

Conducts a wide range of public and special group meetings.

Participates with a multidisciplinary team and provides inspiration and guidance to staff conducting retention/expansion activities.

Serves as the key liaison between the tourism business community and the City.

Prepares and packages marketing information.

Serves as a team member in the development of budgets, program goals and values, organizational structure, and training for the Economic Vitality Department.

Serves as a spokesperson for the program and the City.

MINIMUM QUALIFICATIONS

Knowledge, Skills and Abilities:

Knowledge of:

Tourism industry/operations

Effective project management techniques

Business retention and expansion programs

Standard computer software
Key Scottsdale industries

Ability to:

Be an effective team leader and team member
Initiate and compete major work efforts
Communicate in a wide range of forums using a wide range of techniques
Be adaptable and accept new challenges
Initiate and manage projects involving multiple disciplines and functions
Interact with the business community and integrate input into programs
Work collaboratively and positively with businesses and stakeholders for the successful implementation of retention/expansion projects and initiatives
Coordinate with departments and programs across the city organization, as well as with outside jurisdictions and agencies
Communicate effectively with City Council, citizen boards and commissions, the business community, and the general
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Education & Experience

Any combination of a Bachelor's degree in Tourism Management, Economics, Geography, Marketing, Urban Planning, Business Administration, or closely related field and seven years progressively responsible, extensive project and staff management experience including broad based experience within the tourism industry (including tourism marketing and promotion, management and operation of special events, development of major destination attractions, tourism research and development/redevelopment of major hotel projects); experience and/or understanding of City policies, issues, processes, financing, etc. and extensive experience interacting with a variety of constituency groups, integrating community input into programs and initiating and managing projects involving multiple disciplines and functions.

FLSA Status: Exempt

HR Ordinance Status: Unclassified